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**El Segundo Educational Foundation
Announces \$250,000 pledge to Bridge the Gap**

Ambitious campaign will raise money for textbooks, a sound system for the high school auditorium, and district-wide technology needs in El Segundo Unified

EL SEGUNDO, Calif., - April 26, 2004 – In its most ambitious fundraising effort to date, the El Segundo Educational Foundation (ESEF) today announced its pledge to raise more than \$250,000 in the next twelve months for the El Segundo Unified School District (ESUSD).

The Foundation's pledge to Bridge the Gap between state funding and actual educational costs in the ESUSD will solicit community contributions for new language arts textbooks for kindergarten through eighth graders, a sound system for the El Segundo High School auditorium, refurbishment of the auditorium's grand piano, and technology needs for the high school's new science building and elsewhere in the District.

"The Foundation's Bridge the Gap fundraiser follows on the heels of our successful Pledge to the Arts campaign that raised \$140,000 in six months for specialized elementary art and music programs," said Ken Schofield, ESEF vice chairman of the board of directors. "We know it is an ambitious undertaking, and we are counting on the community's continued support to Bridge the Gap. Pulling together, we've seen the difference these contributions have made in our schools," he said.

ESUSD superintendent Bruce Auld said the District has come to recognize the Foundation as a true partner in education. "We are so grateful to the businesses and residents who support the Foundation's fundraising efforts. We recognize many of the District's successes are directly related to the tremendous financial support we have received from the community through the Foundation," he said.

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ESEF Pledge to Bridge the Gap 2-2-2

According to Auld, state contributions for textbooks have been reduced by sixty-percent, while the per book purchase price has increased. "This pledge to Bridge the Gap comes at a crucial time for the ESUSD," Auld said. "After years of reducing our expenses, we've run out of places to cut the fat. Without this pledge, we'd be into the bone. It would be a shame to compromise the education provided by our award-winning schools. With the community's continued support we hope to avoid such drastic measures."

The campaign will be launched at the Foundation's Superintendent's Roundtable event to be held at the El Segundo Woman's Club on Monday, April 26. The El Segundo High School Chamber Singers, directed by Gary Fritzen, will perform for attendees, who also will hear a state of the district address by Mr. Auld, and be treated to student-led tours of the soon to be opened buildings on the El Segundo High School campus. The Foundation will present Lifetime Memberships in the Superintendent's Roundtable to Keith and Joy Schuldt and Bill Bue, Jr. The Schuldts recently donated a piece of property on Richmond Street to the Foundation, and Bue made a personal contribution of \$50,000.

About the Superintendent's Roundtable

Designed to attract El Segundo residents and small businesses willing to contribute \$1,000 or more per year to the El Segundo Educational Foundation (ESEF), the Superintendent's Roundtable provides the Foundation with additional means to enhance the education of students in the ESUSD. There are currently 73 Roundtable members.

About the El Segundo Educational Foundation

Since its formation in 1983, the El Segundo Educational Foundation has worked to develop a partnership between El Segundo schools and the business and residential communities. This plan has paid off, and the Foundation has been tremendously successful in attracting local support. Many El Segundo corporations have been generous and steady contributors to the Foundation, which has donated more than \$1.3 million to the ESUSD over the years. Please send donations for the Bridge the Gap campaign to ESEF, P.O. Box 591, El Segundo, CA 90245.

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